

LEO BURNETT COMPANY, Inc.

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(B)

**They work like
cigarette holders
work.**



Like any other cigarette holder, the tip of a Parliament serves a purpose.

It keeps the filter away from your lips. It's recessed, for inside the holder.

That means you never taste anything but good, slow flavor. The Parliament cigarette holder. It works like the big holders, in its own little way.

King Size and Charcoal 100's.



King: 11 mg. "tar", 1.0 mg. nicotine - 100's: 10 mg. "tar", 1.0 mg. nicotine av. per cigarette, FTC Report Dec. '70

